

ADRIAN PHELAN

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Communications and engagement specialist with 20+ years' experience across the charity, NHS, and central government sectors. Skilled in strategic campaigns, stakeholder engagement, and crisis response, with a strong focus on equality, diversity, and inclusion. Proven ability to lead impactful public health campaigns and foster collaboration across complex systems.

Key skills

- Strategic communications
- Public engagement and consultation
- Campaign and project management
- Stakeholder relationship management
- Media relations
- Project and budget management

Experience with

- Wordpress
- Orlo
- Campaign Master
- Canva
- Adobe Photoshop
- Adobe InDesign

Recent career history

Senior Communications and Engagement Manager

NHS North Central London (NCL) Integrated Care Board (ICB)

Dec 2020 – July 2025

- Coordinated data-led multi-borough communications and engagement campaigns aimed at encouraging adult and childhood vaccination uptake in NCL and then shared best-practice in London-wide health forums, influencing pan-London vaccination delivery strategies.
- Using analysis of the previous year's campaign results and audience insights, planned and delivered high-profile seasonal vaccination campaigns (spring and autumn/winter) targeting efforts to reach those most at risk from COVID-19 and flu, halting a year-on-year decline in uptake rates through effective tactics such as tailored messaging and the use of trusted community voices.
- Stepped up extra multi-agency, targeted communications campaigns during times of concern of rising cases of diseases such as measles, pertussis and RSV choosing tactics such as paid-for social media to make sure we were reaching the right demographics and geographical areas.
- Led vaccination messaging for the ICB's flagship 18-month 'Your Local Health Team' population health campaign, contributing to a wider behavioural shift across multiple health themes drawing over 10,000 visitors to our website per campaign phase leading to increased measurable action taken for better health outcomes such as parents consenting for their Year 8 children to have the Human Papilloma Virus (HPV) vaccine at school.
- Was ICB lead for high-level royal and ministerial visits, producing briefing materials, coordinating multi-agency planning sessions, and managing visits on the day to ensure smooth, high-impact engagement.
- Oversaw safeguarding communications strategy and risk monitoring, preparing crisis communication plans for sensitive cases likely to attract media or stakeholder attention, ensuring coordinated, timely responses.

Communications and Engagement Manager (Interim roles)

NHS Northwest London Clinical Commissioning Groups (CCGs) and

Hammersmith and Fulham CCG

Mar 2020 – Dec 2020

- Crafted key public and stakeholder messaging for COVID-19 and flu campaigns, managing delivery across multiple channels and communications products.
- Led virtual public engagement, including AGMs and focus groups, to co-design campaigns and consult on service changes focused on reducing health inequalities through community collaboration.

NHS Barnet CCG

Aug 2018 – Mar 2020

- Senior communications and engagement lead ensuring patient views were factored into decisions about the commissioning of local health services through project managing engagement events and full public consultation, partnering with communities to shape local health services.
- Improved CCG's NHS England equalities rating from amber to green by submitting targeted engagement evidence that demonstrated inclusive practice.

West London CCG – Grenfell Recovery Team

Sep 2017 – Aug 2018

- Led advertising, digital and print communications and community engagement in the year following the Grenfell Tower fire, signposting to essential services during a critical recovery period.
- Managed media relations, stakeholder reporting, and campaign budgets across a diverse communications portfolio, ensuring accountability and value for money.

Barnet CCG

Feb 2016 – Sep 2017

- Led communications and community engagement, ensuring patient voices shaped the planning and commissioning of local health services.

Internal Communications Manager (Interim roles)

Cambridgeshire & Peterborough NHS FT

Nov 2015 – Feb 2016

- Connected with key internal staff to co-design internal communications campaigns including the development and launch of refreshed organisation values and staff recognition and reward schemes working across multiple sites striving to achieve a 'one organisation' feel among staff.

Dept. for Business, Innovation & Skills

Aug 2014 – Nov 2015

- Advised directors and teams on internal programmes and messaging, ensuring alignment with the Department's internal communications strategy and insights from channel audits.

Other roles:

- Internal Communications Manager at both the IPCC (now IPOC) and Whittington Health

QUALIFICATIONS

- **BSc (Hons) Media Technology** – Leeds Metropolitan University
- **CDVEC Cert in Audio Engineering & Multi-Media for the music industry** – Ballyfermot College, Dublin